

CASE STUDY



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OVERVIEW

A Taste of Tradition

Situated in the heart of historic Fredericksburg, Texas, Altstadt Brewery is a haven where patrons can relish world-class beer, live music, and the serene beauty of Texas sunsets in the Biergarten, all complemented by delightful Bavarian-inspired cuisine. The brewery boasts inviting spaces, including a taproom, restaurant, biergarten, grand hall, and an exclusive private rathskellar, offering a diverse and immersive experience that seamlessly blends Old-World European charm with Texas hospitality.

THE SITUATION

Altstadt Brewery encountered unique challenges in post-pandemic staffing, particularly in maintaining consistent staffing levels across its expansive 50,000 sq. ft. taproom and grand hall. Navigating fluctuating volumes efficiently and offering diverse menus in vast seating areas required a solution beyond traditional staffing models and legacy POS systems. This led Altstadt Brewery to seek GoTab's innovative solutions.

COMPANY

Altstadt Brewery

INDUSTRY

Brewery/Restaurant

FEATURES

Mobile Order & Pay
KDS Kitchen Display System
All-in-One POS
Pocket POS
Manager App



THE SOLUTION

Modern Brewery POS Technology

The collaboration with GoTab heralded a transformative phase for Altstadt Brewery. GoTab's versatile hybrid system seamlessly integrated with the beer garden and grand hall, unlocking the potential to curate distinct menus tailored to specific locations, thereby elevating the guest dining experience.



GoTab has it all for the size of our operations and is really made to fit the needs of our unique venue.

— Philippe Verain Director of F&B

Addressing post-pandemic operational challenges, including labor constraints and the sheer scale of the establishment, necessitated an adaptable approach—making GoTab the unequivocal choice. The deployment included GoTab's Pocket POS for the 150-seat restaurant and pioneering mobile ordering functionalities for the taproom and beer garden. The incorporation of QR codes and mobile ordering heralded a paradigm shift, empowering guests to assume control of their orders, facilitating tab sharing, and effortlessly accommodating sizable groups. This innovative approach liberates the staff, allowing them to channel their energies into delivering unparalleled hospitality.

Staff morale soared as they witnessed a surge in tips, an increment of up to 50%, attributed to their enhanced efficiency in managing multiple tables, courtesy of GoTab's hybrid model. Moreover, this shift in operational dynamics culminated in a 13% uptick in sales post-implementation.

THE BENEFITS



Increased Revenue

Remarkable impact on profitability and guest spending—13-15% boost in food and beverage spending compared to the previous POS provider.



Labor Efficiency

With the introduction of the Pocket POS and mobile ordering, staff can seamlessly serve large parties across the vast property.



Enhanced Guest Experience

GoTab ensures user-friendly interactions with features such as real-time text communication and shared tabs that allow for elevated staff interactions.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.